

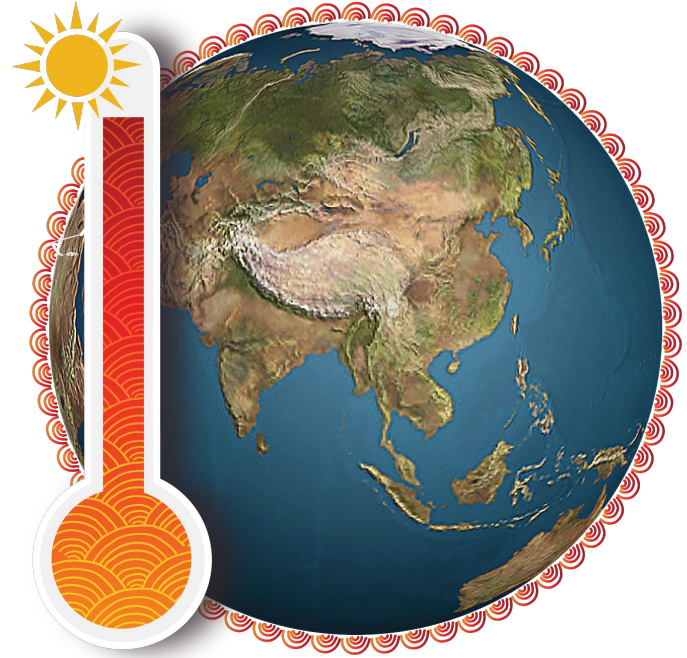


LiFE

Lifestyle for
Environment

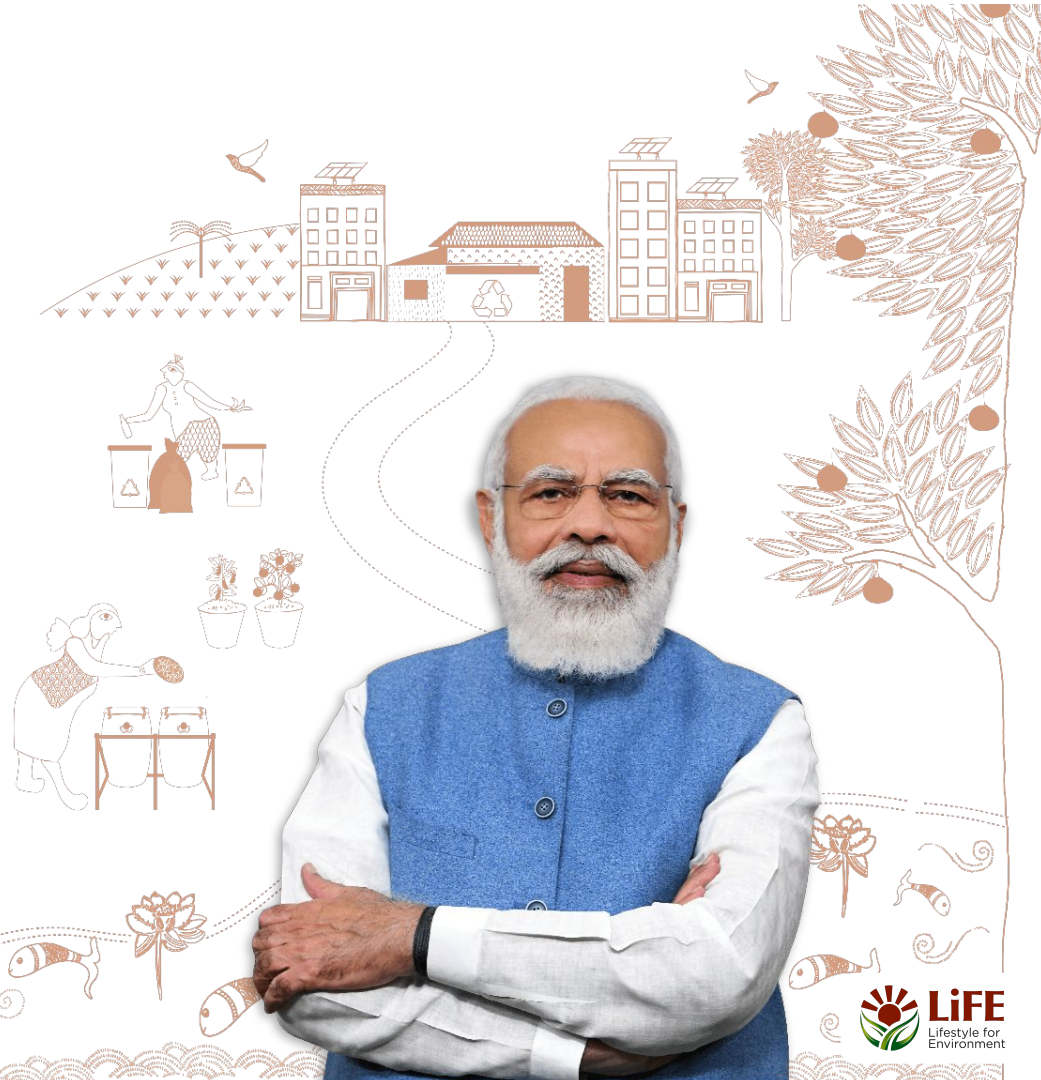
Overview of Mission LiFE

“Mission LiFE is a global movement to safeguard our environment from the impact of climate change.”



The key idea of Mission LiFE is to promote **"mindful and deliberate utilization** instead of **mindless and destructive consumption"**.

Mission LiFE asks people to make small changes in behaviour by becoming 'Lifestyle for Environment' champions. India's traditional lifestyles are inherently sustainable, and we are well positioned to showcase to the world that change at the individual and societal level are key to contributing towards climate change solutions.



Nudging individual and collective action towards 'Lifestyle for Environment'

Mission LiFE links the efforts of individuals towards collective action for the environment. The Mission has emphasised 75 key actions for individuals and communities to take across seven themes.

Mission LiFE - 7 themes

- 1) Save Energy
- 2) Save Water
- 3) Say No to Single Use Plastic
- 4) Reduce E-waste
- 5) Adopt Sustainable Food Systems
- 6) Reduce Waste
- 7) Adopt Healthy Lifestyles



The Mission LiFE Portal provides a comprehensive list of all actions proposed under the Mission across seven themes. Please click [here](#) to access these actions:



Save Water



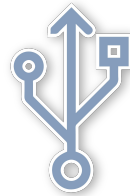
Save Energy



Reduce Waste



Adopt Sustainable
Food Systems



Reduce E-waste



Adopt Healthy Lifestyles



Say No To Single
Use Plastic (SUP)

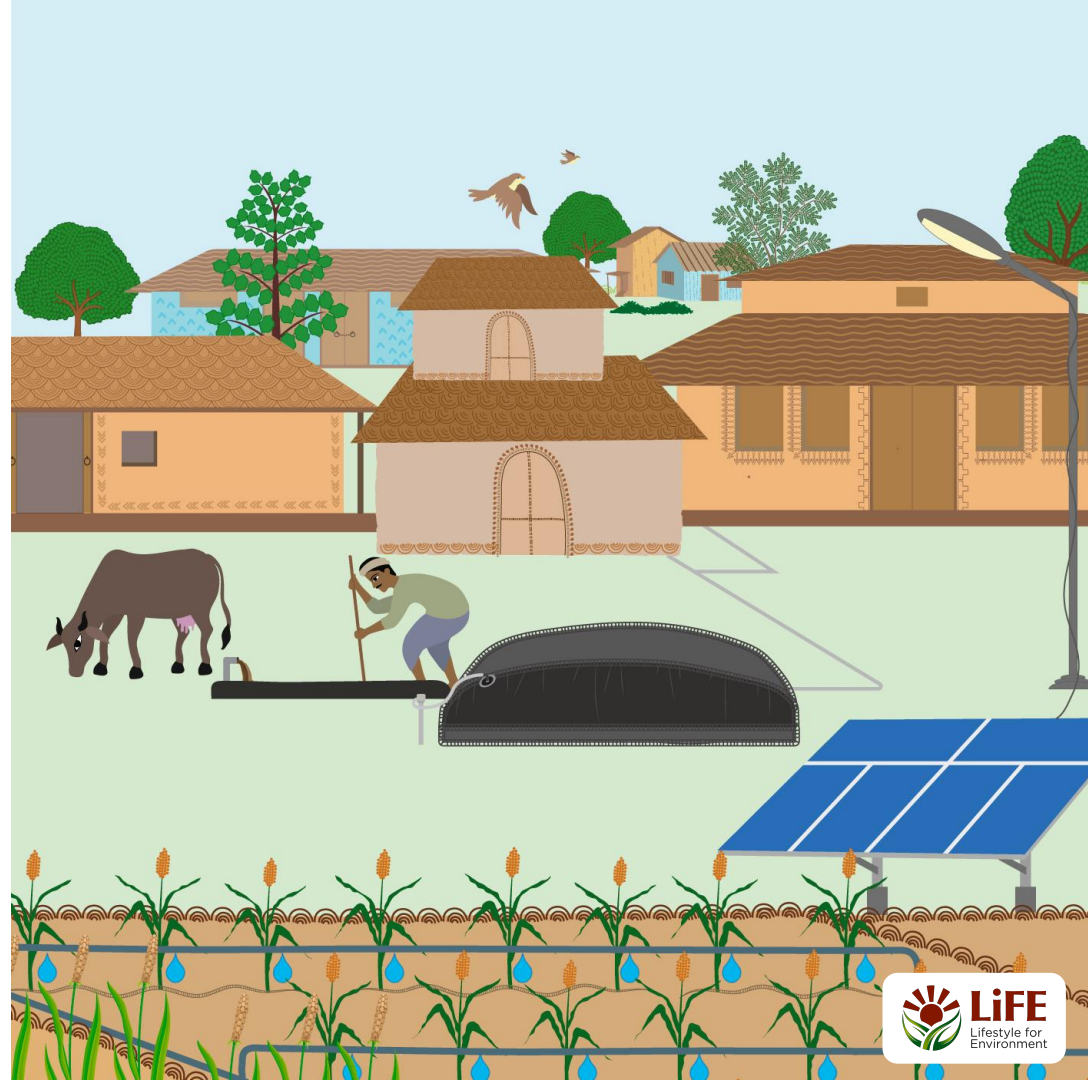


Save Energy

In our daily life, we do not realize how much energy we waste. When you take small steps to save energy, you not only reduce your costs, but also help create a healthier environment and an energy secure nation.

Examples of actions include:

- **Switch off electrical appliances when not in use.**
- **Use LED bulbs instead of ordinary bulbs, which saves up to 75% of electricity.**
- **Turn off irrigation pumps after use.**
- **Prefer sprinkler or drip irrigation to flood irrigation to save energy.**





Save Water

Water security remains a major challenge in India. High to extreme water crisis affects 600 million people in India, and 54% of India's groundwater wells are declining. Between 1951 and 2014, India's per person annual water availability declined by about 70%. **Examples of actions include:**

- **Practice rain water harvesting**
- **Give priority to cultivation of less water intensive crops like millets.**
- **Use efficient water-saving techniques (such as micro-irrigation, bunding, laser levelling, farm ponds, zero tillage).**





Say No To Single Use Plastic (SUP)

According to the Central Pollution Control Board, India generated around 34.7 lakh (3.47 million) tonnes of plastic waste in 2019-20. Avoiding the use of items made from plastic that can only be used once is an important step to reduce its damaging impact on health and environment. Banned SUP items from 1st July 2022 include plates, cups, glasses, cutlery such as forks, spoons, knives, straws, trays and cigarette packets, and plastic or PVC banners of less than 100 microns. **Examples of actions include:**

- **Use cloth bags instead of plastic bags for shopping.**
- **Use non-plastic cutlery during gatherings and events.**
- **Use recycled plastic.**





Reduce Waste

Reducing, Refusing and Recycling are key ways to reduce the heavy burden of waste on our environment and health. Efficient waste management is key to keeping our surroundings clean, which in turn leads to a lot of social, economic and environmental benefits. **Examples of actions include:**

- **Do not throw garbage in water bodies and public places.**
- **Segregate dry and wet waste at home.**
- **Adopt sustainable lifestyles to reduce generation of waste.**
- **Ensuring recycling.**





Adopt Sustainable Food Systems

Consuming locally available and seasonal food are key ways of contributing to sustainable food systems. **Examples of actions include:**

- **Include millets in your diet.** Consume different types of millets like bajra, jowar, ragi, kodo, etc. and locally available vegetables. Millets contain many key nutrients for good health.
- **Compost household waste.** Peels, leaves, etc. easily convert into compost, so never throw it away. Ensure that plastic waste isn't accidentally disposed with the biodegradable waste.





Reduce E-waste

Throwing away discarded electronic gadgets instead of recycling them has severe environmental and health consequences. **Examples of actions include:**

- Give your broken or old electronic equipments to nearest shops or centers.
- Extending the life of your electronic equipment by maintaining it well.
- Switching to cloud storage instead of purchasing hard drives and pen drives.





Adopt Healthy Lifestyles

Choosing to lead a healthy lifestyle reduces the damage on the environment and improves your health. **Examples of actions include:**

- **Initiate biodiversity conservation at the community level.**
- **Start and/or join a green club in your residential area/school/office.**
- **Make Ayurvedic medicines a part of your life.**
- **Adopt natural or organic farming.**



Environmental protection is linked to the efforts of every individual. Ancient Indian literature is replete with references to the management, conservation, and protection of the environment. Texts like the Arthashastra, Upanishads, and Vedas, are full of verses that highlight the values of environmental protection. Let this ancient wisdom guide our everyday actions. Let us #ChooseLiFE.

